Wyoming Forever West™

2011 Overnight Visitor Profile Research

Prepared by Strategic Marketing & Research, Inc.

Background & Methodology

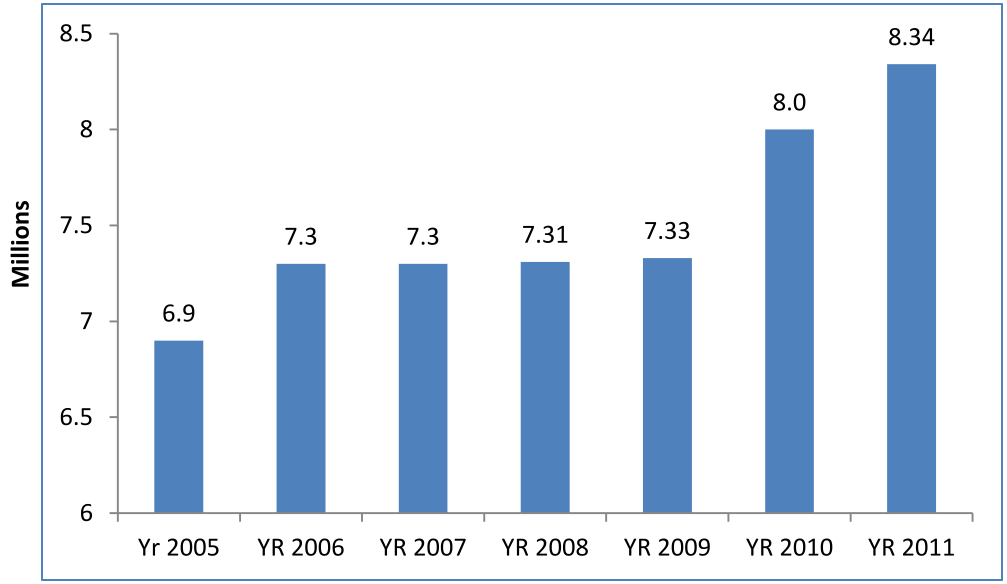
This year, the Visitor Profile research focuses on overnight visitors to Wyoming.

- The goals of the research are to:
  - Track information on visitors and trips to Wyoming, including mode of travel, accommodations, attractions and sites visited, duration of travel, and expenditures;
  - Explore where visitors come from, where they go in the state, and what they do while visiting;
  - Identify key motivators for visitation; and
  - Provide information that will assist in marketing efforts.
- An online survey was conducted among a national audience to determine incidence of travel and to gather information on visitors and their trips. The focus was on overnight trips only. For 2011, a total of 14,030 surveys were conducted. There were 565 households that reported travel to Wyoming, with some reporting multiple trips. Overall, data were gathered on 830 trips to Wyoming.
- Surveying was conducted in December 2011 to gather information on trips throughout the year. The survey was conducted in conjunction with the advertising effectiveness research to provide more data and enhanced information.

Executive Summary

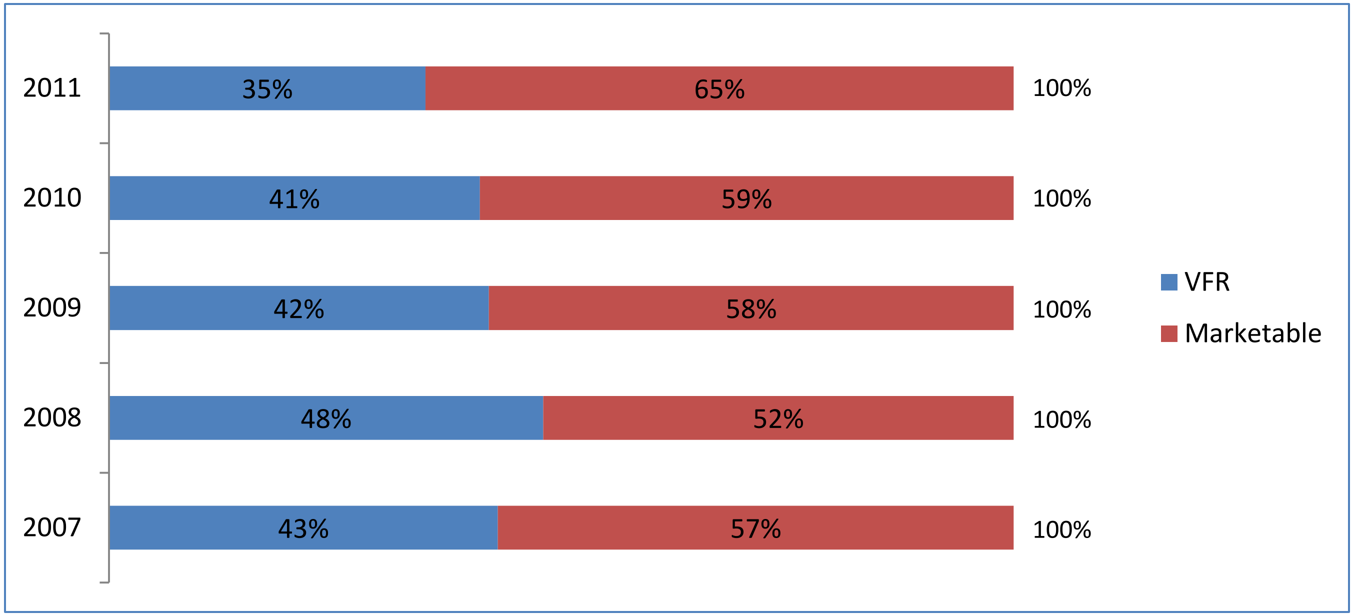
- Overnight leisure tourism to Wyoming in 2011 was 8.34 million visitors, a 4.3% increase in overnight leisure visitors. This is stronger growth than projected at the national level.
- There were more trips that were “marketable” rather than VFR, and more new visitors to the state. These are both positive signs and suggest growth will continue, as long as economic conditions do not worsen.
- Other positive signs included:
  - The origin of visitors suggest that the advertising is successfully influencing travel.
  - Trip length and party size increased, indicating that people are beginning to return to more normal travel patterns.
  - More people indicated that Wyoming was their main destination, suggesting that the branding efforts are working and the state is viewed as an attractive destination.
  - Visitors spent 20% more money in terms of average trip expenditures.
  - Visitors participated in more activities, and visited more areas of the state.

Overnight Visitors



- Overnight leisure tourism continued to grow in 2011, reaching 8.34 million visitors. This represents a 4.3% increase in overnight leisure visitors.
- Nationally, leisure travel is projected to grow 2.2% in 2011, so Wyoming is outpacing the national growth trend. (US Travel 2011 Projection)
- Other SMARI research suggests that consumers are resuming longer, more major vacation trips rather than "making do" with shorter, close to home travel.

Trip Types



- Over the past few years, the percentage of marketable trips has remained fairly stable, but this year there was a significant increase. As noted, people are beginning to take vacations again, and the result was fewer trips to Wyoming that were VFR and more that represented marketable trips.
- These findings suggest that marketing is helping to drive this travel and support the results of the Advertising ROI research.

New Visitors

- While many of the visitors to Wyoming are repeat visitors, a key to growth will be attracting "new" visitors.
- Again this year 39% of the visitors had not visited in the past 5 years. Among people outside the circle of states surrounding Wyoming, the percentage of new visitors rises to 42%, while it is only 29% among the nearby states.
- Targeting more distant markets helps increase the number of new visitors – for example 50% of the visitors from Portland were new, as were 44% from the co-op insert markets. The expansion of the marketing, along with reasonable economic conditions, should lead to continued strength in attracting new visitors.

New Visitors	2007	2008	2009	2010	2011
All Overnight Trips	39%	30%	35%	34%	36%
Marketable Trips	46%	38%	41%	39%	39%

Visitor Origin

- The top three states for generating visitation to Wyoming remain the same – Colorado, Utah and Wyoming. California and Texas, mostly due to large populations, also generate a high number of trips.
- Midwest states are also prominent when the top states are considered, with 11 states generating two-thirds of all trips. As noted in the ROI research, travel from the national markets increased, although it still is a small percentage.

State	2007	2008	2009	2010	2011
Colorado	16.0%	16.2%	14.3%	16.0%	16.0%
Wyoming	8.6%	8.8%	8.9%	8.3%	8.2%
Utah	7.7%	9.9%	5.9%	8.0%	8.7%
California	5.5%	6.8%	12.6%	5.4%	4.5%
Texas	3.7%	4.5%	5.2%	5.1%	4.5%

State	2011
Colorado	15.9%
Utah	8.7%
Wyoming	8.2%
California	4.5%
Texas	4.5%
Illinois	4.5%
Michigan	4.5%
Minnesota	4.5%
Ohio	4.5%
Kansas	3.6%
Oregon	3.6%
Total	67%

Visitor Origin

- A review of the top DMAs that generate travel shows the importance of Denver and Salt Lake City.
- The Chicago area, Minneapolis and Portland are the other top performers. These findings reinforce the advertising efforts in Chicago and Portland.
- Generally other top origin markets are western, although Cleveland and Detroit generated significant levels of travel this year.

City	%
Denver, CO	15.2
Salt Lake City, UT	9.4
Chicago, IL	4.5
Minneapolis-St. Paul, MN	4.5
Portland, OR	4.5
Cleveland-Akron (Canton), OH	3.6
Detroit, MI	3.6
Colorado Springs-Pueblo, CO	1.9
Austin, TX	1.8
Billings, MT	1.8
Los Angeles, CA	1.8
New York, NY	1.8
Seattle-Tacoma, WA	1.8
Wichita-Hutchinson Plus, KS	1.8
Casper-Riverton, WY	1.7
Cheyenne-Scottsbluff, WY-NE	1.5
Idaho Falls-Pocatello, ID	1.2
Butte-Bozeman, MT	1.1
Rapid City, SD	1.0

Planning Time Frame

- The planning time frame has varied significantly over the past few years. Both uncertainty about travel and a desire to get deals worked to push people to wait until the last minute during the height of the economic uncertainty.
- This reached a peak in 2009, when 58% of the people planned their trip within 2 months of travel. The trend is reversing somewhat, with 47% planning within the 2-month window, and 34% taking at least 3 months.
- As demand has increased, consumers are less able to find a good deal at the last minute and have found that sometimes they lose availability. But the planning window is still fairly short.
- Of course, the planning process and time frame differ based on proximity to Wyoming, with nearby markets having a shorter planning window. This was explored in the ROI research, and provides insight into when to deploy media in different markets.

Time Frame	2008	2009	2010	2011
Less than 1 month	34%	33%	39%	31%
At least 1 month, but less than 2 months	19%	25%	18%	16%
At least 2 months, but less than 3 months	15%	11%	12%	15%
At least 3 months, but less than 6 months	15%	18%	14%	25%
6 months or more	18%	13%	17%	14%

Marketable Trips

Information Planning Sources

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Activity	Wyoming	Donut	Remaining U.S.	Total
Used Internet	77%	85%	92%	89%
Talked to friends and family	23%	34%	31%	31%
Individual attraction or event to request information	14%	18%	21%	20%
Individual chamber of commerce to request information	4%	6%	7%	7%
None	11%	8%	4%	6%
Called 800 number to request info	2%	5%	6%	5%
Other	4%	2%	6%	5%

Marketable trips

- Usage of the Internet to find travel information continues to be strong (89% this year – up from 76% last year). The Internet is the key source of planning for all marketable trips, even among state residents.
- Also, the majority of travelers do use some type of information, with only 6% indicating that they didn't use any of these sources. Those coming from farther away use more sources and gather more information, but even residents obviously gather quite a bit of information in the planning process, or go online to make bookings for their trips.
- Having a strong web presence continues to be a critical ingredient of success.

Destination of Trip

- The number of visitors indicating that Wyoming was their main destination continues to rise and was almost 60% this year. This suggests a stronger image among consumers and reinforces continued branding efforts both regionally and nationally.
- The other states that are included in trips to Wyoming are generally the nearby and border states, although Illinois and Iowa suggest some people traveling across country.

Destination for Trip

	2007	2008	2009	2010	2011
Wyoming was my main destination	42.1%	50.3%	49.4%	52.3%	59.5%
Headed somewhere else, but included Wyoming	14.6%	20.8%	25.4%	18.0%	20.1%
One of several places I decided to visit on this trip	43.7%	28.9%	25.2%	29.7%	20.4%

Other States Visited on Trip

State	%
Montana	34%
Colorado	30%
Utah	22%
Idaho	19%
South Dakota	19%
California	11%
Nebraska	11%
Nevada	9%
Illinois	7%
Iowa	7%

Mode of Transportation

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- As in past years, the majority of Wyoming visitors drove, although this is more prevalent among in-state residents and those from nearby states.
- Flying is almost all among people from further away, where it is a significant factor. But even among the national audience over two-thirds drive to Wyoming.

Mode of Transportation	2007	2008	2009	2010	2011
Drove via car, van, truck or SUV	71%	77%	75%	87%	86%
Flew/airplane	20%	15%	21%	9%	8%
Drove via RV	7%	6%	5%	6%	5%
Bus or motor coach trip	2%	5%	0%	2%	1%
Motorcycle	1%	3%	0%	1%	2%

Mode of Transportation	WY	Donut	National
Car, van, truck or SUV	96%	88%	69%
RV	3%	7%	4%
Flew/airplane	0%	2%	35%
Bus or motor coach trip	0%	0%	4%
Motorcycle	1%	2%	0%
Other	0%	0%	1%

Trip & Party Specifics for Marketable Trips

- The average trip length was impacted negatively in 2009 with the economic conditions, but it rebounded over the past 2 years – but it is still shorter than in 2007 and 2008.
- The travel party has varied, generally due to the percentage of trips that include children. This number has generally been smaller over the past few years. The review of travel party composition shows that the majority of trips include a spouse/significant other, but fewer include children and grandchildren. The parties are more likely to include children under 13 years old.

Trip Specifics	2007	2008	2009	2010	2011
Average duration of trips	3.0	3.1	2.0	2.6	2.7
# People in travel party	3.9	3.7	4.2	3.2	3.4
% With kids on trip	40%	28%	40%	25%	30%

Travel Party	%
Spouse/significant other	65%
Friends/Acquaintances	21%
Child(ren)/Grandchild(ren): 0-12	18%
Other Family	14%
Child(ren)/Grandchild(ren): 13+	13%

Trip Destinations for Marketable Trips

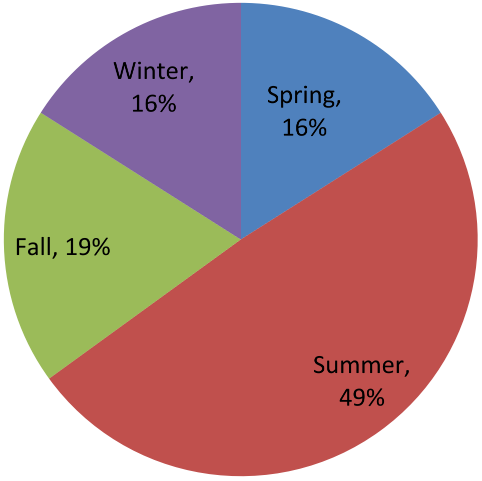
- The top destinations within Wyoming remain generally the same, including:
  - Yellowstone
  - Jackson Hole
  - Grand Teton
  - Cheyenne
- Visitors report an average of 4.4 different destinations for their trips, which increased this year. As a result, many destinations saw increases in visitation.

Destination	2010	2011
Yellowstone National Park	47%	50%
Jackson Hole	33%	38%
Grand Teton National Park	36%	38%
Cheyenne	18%	29%
Laramie	10%	21%
Casper	14%	20%
Cody	13%	19%
Devils Tower National Monument	13%	18%
Sheridan	7%	16%
Snake River	13%	15%
Rock Springs/Green River	7%	11%
Big Horn Scenic Byway	10%	11%
Gillette	6%	11%
Big Horn Mountains	9%	10%
Buffalo Bill Historical Center	11%	9%
Thermopolis	6%	7%
Snowy Range Mountains	5%	5%

Seasonality & Lodging

- Almost half of the reported trips to Wyoming occur in the summer, with a fairly even split among the other seasons.
- Among marketable trips, most visitors use hotel/motel accommodations, although RV parks/campgrounds are also popular. Other types of accommodations are much less prevalent.

Accommodations	%
Hotel, motel, etc	80%
RV park/campground	20%
Stayed w/friends & family	5%
Other	5%
Rental home, condo, timeshare	4%
Dude ranch	2%



Activities & Motivations among Marketable Trips

- The key activities that motivate people to choose Wyoming are similar to what we have seen in past research – national parks, scenery and natural experiences.
- Overall, visitors report an average of 4.5 activities during their trips, which is an increase from 3.5 last year.
- There are some activities that represent small audiences, but are strong motivators. For example 100% of those who came to Wyoming for skiing or snow-mobiles indicated that this was their main motivation. Bicycling, hunting and attending a rodeo are other niche activities that are key motivators for their participants.

All 2011 Trips	Participate	Motivate
Visiting a national park	45%	30%
Scenic drive	47%	17%
Hiking or backpacking	43%	14%
Wildlife watching	32%	10%
Camping	20%	8%
Shopping	29%	6%
Fishing	13%	5%
Snow skiing or snowboarding	5%	5%
Visiting historical sites	26%	4%
Visiting a state park	33%	3%
Sightseeing tour	15%	3%
Visiting hot springs	15%	3%
Attending a festival or fair	9%	3%
Attending a rodeo	5%	3%
River rafting	9%	3%
Snowmobiling	3%	3%
Horseback riding	8%	3%

Trip Expenditures for Marketable Trips

- With the improvement in the economy and more travel this year, people were also spending more. The total trip expenditures rose by more than 20%, going higher than measured in 2009 or 2010. The increases tended to be for ancillary expenditures such as entertainment, activities and shopping – again showing that people are feeling pent up demand and being less careful when they do travel.
- Additionally, the increases in both trip length and the size of the travel party also contributed to the higher levels of spending.

Expenditures for…	2007	2008	2009	2010	2011
Lodging	$260	$371	$302	$330	$325
Meals/Food/Groceries	$154	$192	$207	$173	$189
Entertainment	$101	$88	$111	$61	$98
Activities	$86	$75	$63	$46	$81
Shopping	$254	$194	$128	$101	$162
Transportation	$202	$207	$146	$182	$210
Other	$97	$76	$44	$21	$50
Total	**$1,154**	**$1,203**	**$1,004**	**$914**	**$1,116**

Trip Satisfaction

- The percentage of those rating the experience as "excellent" increased this year, but there were also more that rated it fair or poor – and a bigger group that only rated it "good." It is likely that as people decide to travel again, their expectations are high, and they want an outstanding experience for their money. This will make achieving excellence even harder.

Overall Experience	2007	2008	2009	2010	2011
Excellent	54.4%	57.2%	35.9%	37.0%	43.1%
Very Good	29.6%	31.0%	43.1%	40.7%	29.1%
Good	12.6%	8.6%	21.0%	19.5%	24.0%
Fair	1.7%	2.4%	0%	2.5%	4.5%
Poor	1.7%	0.9%	0%	0.3%	1.2%

Recommending the State

- The survey also explored visitors' willingness to recommend Wyoming as a place to visit.
- As was the case last year, Colorado is the state that visitors were most likely to recommend. But about 7 out of 10 of the Wyoming visitors recommended the state.
- This puts Wyoming in the middle of the group of states that were evaluated.
- The percentage that recommended this year is down a bit (from 72%) last year but hasn't changed substantially.

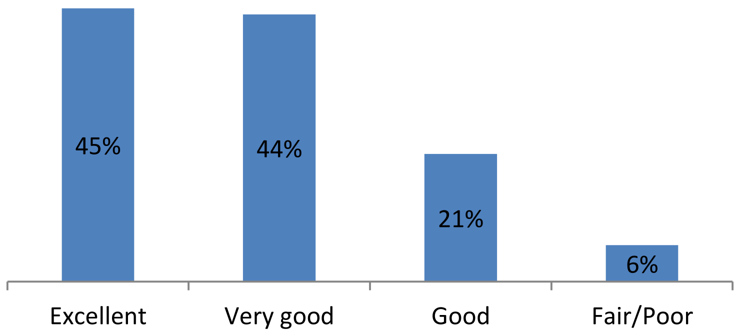
State	Recommended
Colorado	86.1%
Oregon	81.7%
Washington	75.9%
Nevada	73.6%
New Mexico	73.5%
Utah	70.8%
Wyoming	**69.1%**
Montana	68.9%
South Dakota	68.9%
Texas	67.1%
Oklahoma	54.4%
Idaho	53.0%
Kansas	52.5%

Likelihood to Visit in Next Year

- In 2010, the percentage of visitors indicating that they were very likely to return reached a high at 42%. It remains high this year, although there was some slippage. The travel environment is very competitive, and it is critical to continue to promote and to find ways to increase satisfaction.

Likelihood	2007	2008	2009	2010	2011
Very Likely	28%	33%	26%	42%	37%
Somewhat Likely	41%	33%	57%	28%	32%
Not Very Likely	31%	34%	17%	30%	32%

- Having a good experience in the state helps promote interest, and 45% of those who indicated their trip was "excellent" are "very likely" to return.



Visitor Demographics

- The demographic profile of visitors has not changed a lot over the years. The trend is toward a somewhat younger audience, and the visitors continue to be well educated and have higher and above average household income.
- Last year the household income of visitors was quite high, suggesting that some of those with lower income levels were choosing not to travel. But this year the trend is reversing, indicating that travel is more widespread across income groups.

	2007	2008	2009	2010	2011
Married	65.7%	62.4%	65.7%	65.4%	68.6%
Not married	34.3%	37.6%	34.3%	34.6%	31.4%
High school or less	6.4%	16.4%	2.7%	5.5%	4.8%
Some college or tech. school	30.9%	40.1%	21.1%	23.1%	25.3%
College graduate	42.5%	32.4%	50.5%	44.1%	41.8%
Post-graduate degree	20.3%	11.1%	25.7%	27.3%	28.2%
People in household	2.6	2.8	2.7	2.7	2.8
Income	$71,955	$65,012	$67,429	$79,578	$76,563
Age	50	46	40	46	40